

Subject: RE: South Park BID - Interim ED Feedback
From: Robin Bieker <robin@biekerco.com>
Date: 03/29/2017 04:35 PM
To: 'Daniel Taban' <daniel@jadeent.com>, 'Shelby Jordan' <sjordan@aegworldwide.com>, 'Robert Buente' <bbuente@1010dev.org>

Wow is right.

Here are Terri Toennie's remarks, "I believe it is in the best interest of the South Park BID to make Ellen the Executive Director- She has really jumped right in and given 100% since December and is a pleasure to work with."

I didn't take good notes in school, but I did cut and paste well (some would call that plagiarism).

And I couldn't agree more with Daniel's comment on what Ann said.

Robin

From: Daniel Taban [<mailto:daniel@jadeent.com>]
Sent: Wednesday, March 29, 2017 2:49 PM
To: Shelby Jordan; robin@biekerco.com; Robert Buente
Subject: RE: South Park BID - Interim ED Feedback

Wow, did you take notes like this in school?

In all seriousness, I couldn't agree more with the following comment:

o Ann commented that Ellen is "not Jessica" though. Shelby's two cents here: I think we need to get board members and public "off" this comment. No one except Jessica is Jessica and it's doing a disservice to Ellen and the BID to continue with this dialogue [emphasis added].

Daniel Taban

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From: Shelby Jordan [<mailto:sjordan@aegworldwide.com> <<mailto:sjordan@aegworldwide.com>>]
Sent: Wednesday, March 29, 2017 2:36 PM
To: Robin Bieker (robin@biekerco.com <<mailto:robin@biekerco.com>>) (robin@biekerco.com <<mailto:robin@biekerco.com>>) <robin@biekerco.com <<mailto:robin@biekerco.com>> >; Robert Buente (bbuente@1010dev.org <<mailto:bbuente@1010dev.org>>) <bbuente@1010dev.org <<mailto:bbuente@1010dev.org>> >; Daniel Taban (daniel@jadeent.com <<mailto:daniel@jadeent.com>>) <daniel@jadeent.com <<mailto:daniel@jadeent.com>> >
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In follow-up to our call, here's the feedback (it's a lot) I received from both Terry Rubinroit and Ann Hickambottom on Ellen's performance to-date:

Terry

- * Likes Ellen and believes she is working hard
- * Terry commented that Ellen is "not Jessica" though
- * Terry Concerned with Ellen's recent presentation at Terry's HOA meeting:
 - o Ellen did not contact Terry (as a board member) to inform Terry of the presentation
 - o The presentation was not delivered well:
- * Ellen did not explain what the BID was until questions were asked
- * Ellen did not stress the urgency / importance of the renewal but instead conveyed the BID already had enough votes to move forward
- * In summary from the dialogue with Terry, areas for improvement for Ellen are:
 - o Needs to develop a better presentation / pitch for the BID
- * Focusing first on what it is and the history
- * The day to day responsibilities
- * The importance in the BID in the future development of the area

Ann

- * Ann Believes Ellen is qualified and doing a good job (from Ann's macro level view)
- * Ann commented that Ellen is "not Jessica" though
 - o Shelby's two cents here: I think we need to get board members and public "off" this comment. No one except Jessica is Jessica and it's doing a disservice to Ellen and the BID to continue with this dialogue.
- * Ann believes Ellen handled the annual meeting well

- o Believes Ellen needs to be a little more polished with establishing herself and taking control of a room / meeting
- * Minor issue – seats were not held for board members at a recent meeting and as Ann and 2 other board members were late, they had to sit in the crowd
- * Ann wants to understand why Wallace’s probationary was extended if she is an “at will” employee
- * Ann believes Ellen should use her resources effectively
- o i.e. engaging Wallace to handle presentations as director of communications
- * Ann’s major concerns isn’t Ellen herself, but Ellen’s responsibilities related to the renewal process and the future of the BID
- * Ann’s comments on the Renewal Process:
 - o Ann wants to understand the challenges with the BID renewal
 - o Ann believes the BID is misstating what the renewal is – she does not believe the combination of two BIDs but instead the formation of a new BID
 - o Ann believes Jessica and Robin did an excellent job communication the purposes / importance of the BID to the South Park II group and believes we need to have a similar effort associated with the renewal
 - o Ann believes its more than just getting 50+1% approval
- * Ann’s comments on the future of the BID:
 - o Ann believes the future is an exciting time with so much potential for South Park
 - o Ann believes the BID can help drive South Park to a different level
 - * i.e. when people think of Los Angeles, they think Hollywood, Santa Monica, Beverly Hills. Ann believes in the future they will think South Park as well.
 - * An iconic neighborhood
 - o Ann believes it’s okay to have a big ego about South Park
- * In summary from the dialogue with Ann, areas for improvement for Ellen are:
 - o Taking the lead in developing the 1, 3, 5 year plan for South Park to ensure the BID is truly effective and stands out with all the change underway

Shelby Jordan
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